

Comment to proposed changes to 7.3 ADM 2010-22

Our attorney solicitation rules were written before some Michigan injury lawyers could get on services like Docview, download a police report hours after a car accident, and then send a letter out in the afternoon mail. How many more car accident victims have to be bombarded with attorney solicitation letters, and sadly even phone calls within a day or two of being injured in a serious crash? This kind of behavior is becoming more and more rampant — and it needs to be stopped now.

Yet the new proposal by the Michigan Supreme Court is woefully inadequate to protect accident victims from predatory lawyers sending out aggressive attorney solicitation packages.

This growing group of Michigan attorneys are in a race to the bottom, and unfortunately it is bringing down the reputation of the entire bar with it.

Sadly, the Michigan Supreme Court has missed another excellent opportunity to [close the loophole in Rule 7.3](#), which allows some of the most desperate and unscrupulous attorneys to prey on seriously injured accident victims when they are most vulnerable — in the days, and even the hours, after an accident.

If the Michigan Supreme Court were truly serious about cleaning up the shameful attorney solicitation practices in Michigan, they would have at least proposed a 90-day prohibition for attorney solicitation in all cases — and especially personal injury cases where the need is greatest and the abuses are most rampant and extreme. At a minimum, the Court should have seriously considered a 30-day prohibition.

Accordingly, I respectfully write in response to the Supreme Court's current proposed changes to Rule 7.3, by urging the justices to put some teeth in the rule by amending it to do something to stop the abuses that are occurring every day in this state. I would suggest 90-day ban on attorney solicitation. At the very least, Michigan should have a 30-day prohibition on attorney solicitation.

As members of an honored profession, we need to protect the public, and we certainly need to protect the image of our profession.

The Michigan Supreme Court proposal fails to [protect car accident injury victims](#) from predatory lawyers engaging in extremely aggressive solicitation — especially in this new day and age when lawyers can access police reports at their desks the same day a car accident occurs and send a solicitation letter - or even a phone call - from their offices within minutes or hours.

We can do more to protect accident victims. We need to do more.

Steven M. Gursten
Michigan Auto Law (Gursten, Koltonow, Gursten, Christensen & Raitt, PC)
30101 Northwestern Highway
Farmington Hills, MI 48334
(248) 353-7575
www.michiganautolaw.com